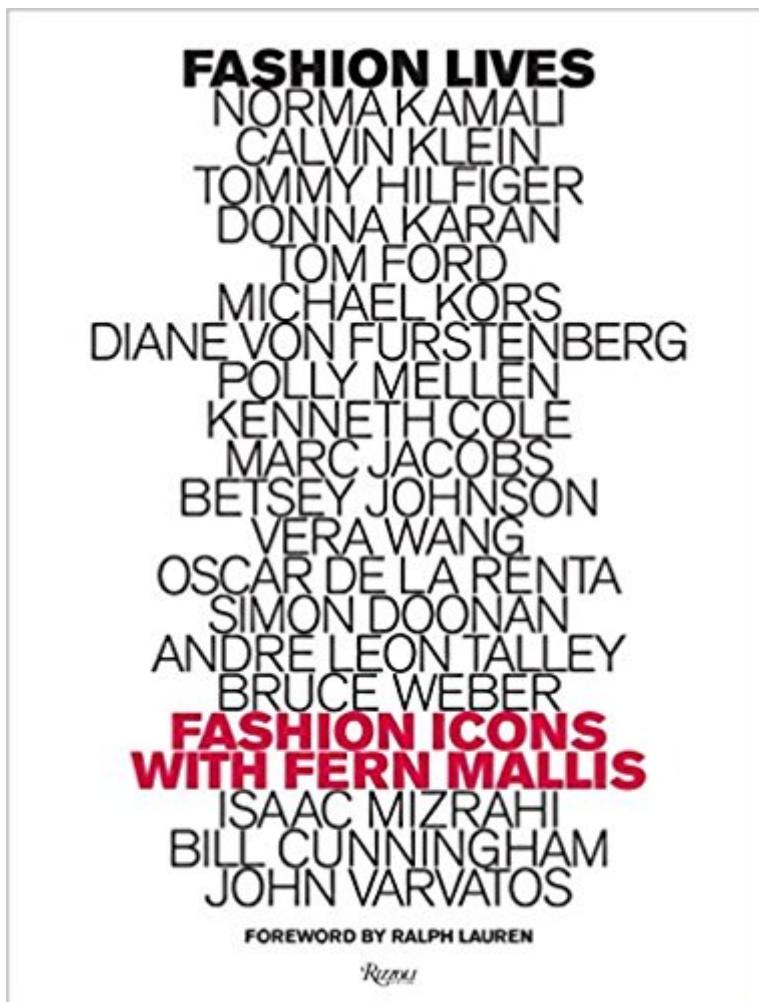


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# Fashion Lives: Fashion Icons With Fern Mallis



## Synopsis

This revealing volume provides unprecedented access to master designers and industry leaders. No topic is off-limits to Fern Mallis, award-winning creator of Fashion Week in New York, when she hosts *Fashion Icons with Fern Mallis* at New York's prestigious 92nd Street Y, a series of in-depth interviews with the fashion industry's most talented, successful, and legendary personalities. Featuring nineteen inspiring interviews with American fashion luminaries, this engaging book introduces readers to the real artists behind these very public figures. These no-holds-barred interviews, combined with never-before-seen personal photographs from interviewees such as Tom Ford, Marc Jacobs, Calvin Klein, Donna Karan, Michael Kors, Tommy Hilfiger, Betsey Johnson, Polly Mellen, Bruce Weber, and more bring a fascinating, compelling perspective to their work. Profound, funny, and provocative, the discussions range from childhood inspirations to nitty-gritty industry details to advice on how to succeed in the fashion business today. Mallis's Q&A format combines the intimate approach of a talk with the dynamics of a live audience, sparking candid and inspiring conversations. With Mallis, fashion luminaries drop their public personas and provide a window into the inner workings and culture of the fashion industry.

## Book Information

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## Customer Reviews

"Every so often, the glamorous veil that conceals the vulnerable and human aspects of the most famous fashion influencers is lifted. Fern Mallis's enlightening 92nd Street Y interviews were all about those moments. . . . Luckily for those not in the audience to witness these conversations firsthand, the doyenne has compiled transcriptions from 19 of the most intriguing sit-downs in a new

book, *Fashion Lives: Fashion Icons with Fern Mallis* (Rizzoli). With a foreword by Ralph Lauren, the tome features full recaps as well as photos from the interviewee's childhoods, career milestones, and editorial achievements. Leaving no stone unturned, Mallis questions cover drug and alcohol abuse, personal relationships, and, of course, work, drilling her colleagues with everything from 'Do you believe in astrology?' to 'Do you care about the critics?' In other words, everything you wanted to know about fashion, but were afraid to ask." -W Magazine "[Fern Mallis has] talked to (almost) everybody who is anybody in American fashion." -The Daily Front Row "Since 2011, the award-winning curator of New York Fashion Week has conducted in-depth and entertaining interviews with some of the most prestigious talents in the fashion industry, including Oscar de la Renta, Donna Karan, Michael Kors, Tom Ford and more. Nineteen of those no-holds-barred interviews have been gathered into a new, 448-page coffee table book called *Fashion Lives: Fashion Icons with Fern Mallis*." -The Fashion Spot "It hasn't always been pulsing catwalks, Champagne-fueled parties and celebrity hobnobbing for fashion's superstar designers. . . . [using] Mallis' inside the Actors Studio-style lectures at the 92nd Street Y, [Fashion Lives] offers candid personal accounts from style-world luminaries, many of whom got their start in and around NYC." -New York Post "...a juicy exploration of the lives of the people who set the trends and dress the stars." -Publishers Weekly "Fashion Lives is big as a MacBook and heavy as a small barbell, but if you like to read about fashion, you'll find it as light as an airport page-turner. Dish? Honey, the dish does not quit. Emotion? Hey, this is fashion, not physics. Intelligence, compassion, ideas? Yes, in quantity, and not so much because the 19 designers, photographers and editors interviewed here are so verbal but because the interviewer is so hamish and well prepared that her guests nearly forget they're onstage at the 92nd Street Y." -HeadButler.com "...the material inside is as in-depth, personal, and must-read as they come." -Stylish.com "This revealing volume features intimate interviews with the fashion industry's most talented luminaries, adding a fascinating personal perspective to their work. Profound, funny, and provocative." -SocietyDiaries.com "Mallis paints a vivid picture of the inner workings of the fashion industry and offers unprecedented entrée into the minds of the people who make it great." -Newsday "Many a fashion tome claims to bring readers inside the world of fashion, but trust us; there is arguably no better guide than Fern Mallis to take you there." -AM New York "Fashion Lives should become a textbook or at least mandatory reading for all budding designers, future fashionphiles, and anyone who inhabits the fashion business or considers themselves an aficionado of the 'art form.'" -New York Journal of Books "Fashion has its fair share of influencers, but it is difficult to find one who has profoundly impacted and help mold the industry as much as Fern Mallis has." -The Imprint | The

## Impression

Fern Mallis has been an industry game changer in the fashion and design world for more than thirty years. The creator and organizer of New Yorkâ™s Fashion Week, Mallis was senior vice president at IMG Fashion and executive director of the CFDA, and recipient of numerous industry awards, including the 2012 Fashion Industry Lifetime Achievement Award from Pratt Institute, and the 2013 FIT Presidentâ™s Lifetime Achievement Award. Mallis is president of her own international consulting firm. Ralph Lauren began his career in 1967. Today, his collections include menswear, womenswear, accessories, fragrance, and home. He has received numerous awards for his work in fashion, philanthropy, and humanitarian causes, and is the only designer to receive the CFDAâ™s four highest honors.

This book is one of the favorites in my collection...not just for the aesthetic but also for the content. Fern Mallis is more than just a fashion icon, she is a source of empowerment, motivation and inspiration for people inside and outside the fashion industry. I love the way that this book really shows you the people behind the brands. Most fashion books give us the industry accomplishments and history of brands. However, we rarely get such a personal, in-depth perspective of the designers we love. Fern has done this so well in her talk and translating the content into *Fashion Lives: Fashion Icons with Fern Mallis*. I'm already looking forward to Volume 2! I wish we could also get the talks on DVD!

Book is beautiful but once again I mistakenly ordered a book without checking out the size. I should know by now that most fashion books will be huge because of the numerous high quality photos on which most are based, but this is another one of those monstrous, cumbersome volumes that must be read sitting in a recliner rather than when waking during the night and looking for something interesting to read. Must remember to check the size and weight of my books in future fashion oriented books. Can hardly even lift this one!

I loved this book! It is chock full of photos and wonderful interviews of people in fashion. It made me smile and laugh sometimes. Fern Mallis is a true fashion insider and her interviews were full of interesting facts and anecdotes about each of the many designers, stylists and photographers. I love fashion and loved this jam -packed book. I actually bought it twice and gave a copy to another fashion enthusiast.

I did not expect this book to be as deep, as inspiring as it is. Fern Mallis is able to go to a level where you can get a sense for the destiny of each designer. What I thought would be a flighty temporary possession will become part of my library for a long time.

What a lovely Print. I cant believe I missed her talks at the 92 street Y. It's personal and the conversation makes you feel as though you are part of the story. I Hope Ms. Fern Mallis writes a second book.

For those interested in the subject but who missed attending the actual interviews, this "insider" provides what you missed in the form of a big and heavy coffee table tome! A fun read - with pictures - all the way through!

This book blew me away!!!!!!! For anyone in fashion...it is a "bible".....candid, touching, inspiring stories of all our US fashion icons....a MUST if you LOVE this world.

Totally Fabulous!

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